

## ABSTRACT OF THE DISCLOSURE

PRODUCT OR SERVICE SELECTION SYSTEM

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A product or service selection system for advising a user whether or not to select a product or service, such as a food product, includes a product or service database (200) comprising data on a plurality of products, a hand-held barcode reader (106) for identifying a product or service, and processing means (206) for identifying whether the product has one or more user selected characteristics of the product. The characteristics may include the method of treatment or manufacture of the product, distance the product has travelled from origin, place of origin, politics of the region of origin, type of labour used in manufacture or production, details of the manufacturer or supplier, health risks, public health warnings associated with the product, special offers and the like.

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